32. The computer-implemented method of claim 31 wherein the value drivers identified by predictive models have been determined to be causal value drivers for the component of value by a causal model.

33. The computer-implemented method of claim 31 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.

34. The computer-implemented method of claim 31 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

35. The computer-implemented method of claim 31 wherein the value driver comprises an item variable.

36. The computer-implemented method of claim 31 wherein the value driver comprises an item performance indicator.

37. The computer implemented method of claim 31 wherein the probabilistic financial simulation is completed by a Monte Carlo simulation model.

38. A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 31.

39. A computer system for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise, comprising:

means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component and the specified changes in value drivers;

means for identifying the causal enterprise value drivers;

means for determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

means for defining a probabilistic financial simulation model for a component of value; and

means for simulating the impact of specified changes in value drivers on the component of value.

40. The computer system of claim 39 wherein the value drivers identified by predictive models have been determined to be causal value drivers for the component of value by a causal model.

41. The computer system of claim 39 wherein the revenue, expense and capital components are optionally sub-divided in to sub-components to yield a more detailed analysis.

42. The computer system of claim 39 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

43. The computer system of claim 39 wherein the value driver comprises an item performance indicator.

44. The computer system of claim 39 wherein the value driver comprises an item variable.

45. The computer system of claim 39 wherein the simulation is completed by a Monte Carlo simulation model.

46. The computer system of claim 39 wherein the results of the simulation are displayed using a paper document or an electronic display.

47. A computer system that estimates how operational decisions in a business are likely to affect its value, the system comprising:

means for representing two or more elements of value of the business using a composite variable to summarize element value drivers;

means for modeling the value of the business based on the elements of value;

means for representing an effect of one or more operational decisions on one or more of the value drivers;

means for determining a change in the value of the business based on the effect of one or more operational decisions on one or more of the value drivers; and

means for displaying the element of value composition of the projected business value.

48. The system of claim 47 where the composite variable is comprised of a combination of item variables and item performance indicators.

49. The system of claim 47 where the composite variable is comprised of one or more item variables.

50. The system of claim 47 where the composite variable is comprised of one or more item performance indicators.

51. The system of claim 47 further comprising the use of causal models for modeling the value of the business based on the elements of value.

52. A computer-implemented method for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:

obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;

identifying the causal enterprise value drivers;

determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

defining a probabilistic financial simulation model for a component of value; and

identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.

53. The computer-implemented method of claim 52 wherein the value drivers have been identified by predictive models and have been determined to be causal value drivers for the component of value by a causal model.

54. The computer-implemented method of claim 52 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

55. The computer-implemented method of claim 52 wherein the pre-defined financial goal is optimal financial performance.

56. The computer implemented method of claim 52 wherein identifying changes in value drivers that will achieve the pre-defined financial goal further comprises iterating a Monte Carlo simulation model.

57. A computer system for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:

obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;

identifying the causal enterprise value drivers;

determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

defining a probabilistic financial simulation model for a component of value; and

identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.

58. The computer system of claim 57 wherein the value drivers have been identified by predictive models.

59. The computer system of claim 57 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

60. The computer system of claim 57 wherein the pre-defined financial goal is optimal financial performance.

IN THE BIBLIOGRAPHY

The Applicant respectfully requests the Examiner to enter the following amendment: delete the bibliography.